



Online Home and Garden Show Coming to Northeast Ohio

“HGExpo is for consumers who are searching for innovative home improvement ideas and the contractors who can make those ideas real.” —Morgan Lasher

CLEVELAND, OH – Beginning this fall, the home and garden show concept will no longer be limited to physical facilities like halls and convention centers. That’s when a new, virtual show called HGExpo launches in Northeast Ohio. The new online show uses video, photography, and social media trends like Pinterest and Facebook to help homeowners meet local contractors and find inspiration from real-life, local projects. In addition, contractors will deliver product demonstrations and seminars virtually instead of using onsite booth workers.

The new concept is designed to bring homeowners and contractors together on their own terms, says HGExpo vice president of operations Morgan Lasher, a former consultant with the Boston-based international strategy firm Monitor Group.

“Physical home and garden shows are a good way for consumers and contractors to connect, but they only last for a few days,” Lasher said. “If you miss the show because you’re busy or out of town, you have to wait a full year for the next show. Few homeowners want to postpone their projects for that long so they go searching for other sources of information. HGExpo will be open to everyone 24/7—every day of the week, every week of the year.”

Lasher said visitors to HGExpo will be able to browse exhibitors by nine different categories, including “Kitchen & Bath,” “Windows & Doors,” “Lawn & Garden,” and “Home Technology.” Each exhibit will feature before and after project photos, a video of the home improvement contractor explaining his or her products and services, contact information, and key company details, including years in business, warranty information, insurance details, and customer testimonials.

“Savvy homeowners are eager to know far more than can be explained in a traditional television commercial or coupon ad,” Lasher said. “They want to know who is behind home services companies and, in many cases, meet the actual person who will be coming into their home. HGExpo is designed for educated, web-enabled consumers who are searching for creative ideas and the contractors who can make those ideas real.”

The online show features a welcome video by local television celebrity Michael Cardamone in addition to video-based seminars and demos from local home improvement experts. These videos are taped on location or in one of HGExpo’s two video production studios—one at 50 Pearl Rd. in Brunswick, Ohio, and a second inside the Home Builders Association (HBA) of Greater Cleveland, 6140 West Creek Road, in Independence, Ohio. “We are responsible for designing and building each HGExpo exhibit with help and support from the contractors—in the same way that our contractors design and build home improvement projects for their clients,” Lasher said. “It takes a combination of vision, expertise and strategy.”

HGExpo will be completely free to visitors. Like a traditional show, the company's revenue will be generated by exhibit sales and sponsorships. The site will encourage long-term participation with virtual "Swag Bags" where visitors can save their favorite exhibitors, and short-term participation with "Quick Connect" buttons that allow consumers to immediately get a quote, schedule an appointment, or request more information from a contractor, in confidence. Show visitors may also upload and share photos of their own projects and enter contest giveaways.

"Our goal is to invite homeowners and contractors into a relationship where pride of ownership meets pride of craftsmanship," Lasher said. "And in this business, that means two things—educating consumers about trends and possibilities, and generating legitimate leads for contractors who know how to design, remodel and build—right here in Northeast Ohio's unique environment."

For more information or to request an HGExpo exhibitor kit, visit HGExpo.com or call Morgan Lasher at 330-714-4833.

About HGExpo

HGExpo is a subsidiary of Graphic Publications, Inc. (GPI), a diverse Northeast Ohio media company founded in 1973. The company's other online brands include OhiosAmishCountry.com, MimiVanderhaven.com, and MimiDeals.com.